

❖ Medical Devices Industry Cluster ❖

Laying the foundation for the
“Midwest Medical Corridor”
- developed in March 2003 -

CLUSTER COMPONENTS & STRENGTHS

Wisconsin's medical devices sector includes an array of instruments, machines, and medical devices for the diagnosis, cure, treatment, or prevention of disease. Examples include sophisticated imaging devices, surgical instruments and electromedical apparatus. This sector is closely connected with Wisconsin's emerging biotechnology, health-care delivery and health-care information sectors as well as the historically strong manufacturing sector. These sectors are interrelated by a mutual concern regarding FDA regulations, health care reform, environmental rules and quality assurance. They also share the strong need for innovation, research, venture capital as well as scientific and skilled workforce talent.

- ❖ Wisconsin, ranks 11th among states in employment with 11,928 workers in the industry.
- ❖ With average wages at \$46,497, Wisconsin ranks 6th in medical device industry wages.
- ❖ Wisconsin wages in this industry are 34% higher than the average wage in Wisconsin, making it one of the highest paid industries in the state.
- ❖ Wisconsin is strategically located between Illinois and Minnesota, the states that rank 2nd and 3rd only to California.
- ❖ UW-Madison ranks 2nd in receiving federal academic research funding, much of which is related to the broad biomedical field.

PURPOSE

To recognize and build on the strength of Wisconsin's medical devices industry

- 1) **Identify the needs** of each category of participants – business, labor, government, education, and region/community.
- 2) **Bring private firms together** on common concerns, goals and projects.
- 3) Provide assistance to **increase markets**, both domestically and internationally.
- 4) **Help new companies** develop and grow.
- 5) Provide more accessible **assistance with regulations**.
- 6) Enhance the **collaboration between academic institutions and private firms**.
- 7) Ensure that the **workforce** has the skills required for the changing technologies.
- 8) Build **regional linkages** with the Chicago and Twin Cities markets.

DRAFT STRATEGIES

Note: Some items have names in (CAPs) as possible lead and/or person that suggested the item.

1) Create an initiative that charts a mutually beneficial future

- a) Develop draft document of likely needs/priorities/resources of each category, i.e. business – increase competitiveness, decrease costs; government – increase employment, business growth, per capita income; etc. (DONE-BARTLEY)
- b) Develop structure and specific, measurable goals for the cluster, such as job growth, increase research \$, increased patents, etc. (ALL)
- c) Convene a statewide meeting to include all interested parties with particular emphasis on business. (CASPER)
- d) Develop strategies to connect with related industries. (HENDEE, WTC, WBA)

2) Bring private firms together

- a) Develop industry database to include products, supply chain information. (BUSINESSES w/public sector staffing assistance)
- b) Develop industry website to share information, inform about events, post potential collaborative projects, (i.e. MassMEDIC <http://www.massmedic.com/index.htm> Medical Alley in MN <http://www.medicalalley.org>) – consider using www.biowi.org and adding medical devices page
- c) Convene targeted regional and statewide information and networking events. (REGEL, SCHEUERMAN)

3) Increase markets

- a) Target export assistance to this industry. (DONE-REGEL)

4) Help new companies

- a) Target small business innovation and technology assistance to this industry. (GAIN)

5) Assist with regulations

- a) Increase knowledge on existing services and resources. (GAIN)
- b) Develop an online course on regulatory compliance. (HENDEE)

6) Collaboration between academic institutions and private firms

- a) Bring together medical schools in the “corridor” region to increase their collaboration and raise overall partnership with industry. (Underway-HENDEE)
- b) Target technology transfer efforts to this industry. (CASPER)

7) Workforce skills

- a) Encourage and support joint projects between WI Manufacturing Extension Partnership and WI Regional Training Partnership. (BRAY, CASPER, GLEASON)

- b) Develop short course on global economy, lean manufacturing for the worker. (WMEP)
- c) Encourage small and medium size companies to develop training for their workers. Make information about Commerce and DWD training funds available. (REGEL, GLEASON)

8) Building regional linkages

- a) Develop corridor map to show industry density of Twin Cities – WI – Chicago region – which is combined 15.5% of the national employment in the industry. (DONE-GLEASON)
- b) Bring region medical schools together to work collaboratively (Underway-HENDEE)
- c) Preliminary contacts with Medical Alley in Twin Cities and Illinois Medical District. (DONE-CASPER)

ACTIVITIES SINCE MARCH 2003

- ❖ Developed draft of needs/priorities/resources of each category of cluster member. (Bartley)
- ❖ Convened June meeting on international trade for medical device firms. (Regel)
- ❖ Developed corridor “map” to show density. (Gleason)
- ❖ Ongoing meetings of regional medical schools. (Hendee)
- ❖ Connected with Minnesota’s Medical Alley. (Casper)
- ❖ Planned and convened statewide meeting on Sept. 25th. (Hendee et al)

RECOMMENDED NEXT STEPS

- ❖ On Sept. 25th begin discussion and develop plan for organizational structure – Review models such as 501 organization, using existing staff/resources, linking with WBA, or resurrecting the WAMM organization to create a “new and improved” organization.
- ❖ Develop ongoing communication methods such as website, industry database.
- ❖ Further discuss “Midwest Medical Corridor” idea, explore potential funding, interest of Chicago and Twin Cities in a joint effort.
- ❖ Developed strategies and measures to target state resources to the industry.